



Red Rock Ranger District  
Coconino National Forest



RED ROCK PASS PROGRAM

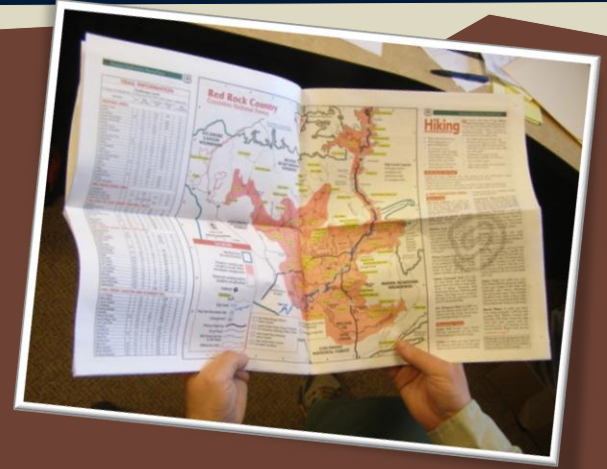
FEE

PROPOSAL



# Presentation Overview

- Background
- Public Participation
- Visitor Use and Demand
- Proposal
- Questions/Feedback



# Background

Public and community concern about over use of the area.

Amendment 12 completed to guide management of the area.

Fee Program began in 2000 as important tool to implement Amendment 12.

# Background

Visitor stewardship has improved.

Area is cleaner and respected by visitors.

Recreation sites, roads and trails developed to  
direct and accommodate visitors.

Community and neighborhood benefits.

# Background

Nearly 1 million dollars in Pass revenue each year.

Serving 1.5 million National Forest visitors per year.

Economic benefits to Sedona and Verde Valley.

Sustainable tourism.

Local support of the program has grown.



# Background

- HIRA review by Forest Service.
- Dismissed ticket in Red Rock Pass Area.
- Public involvement and new proposals for the area!

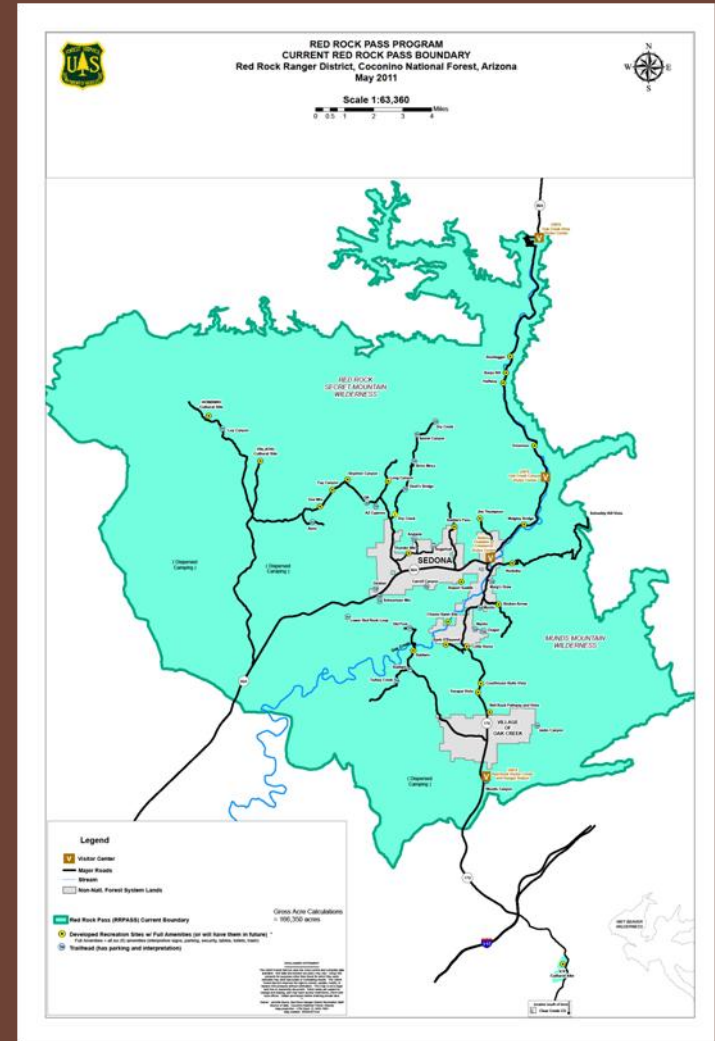


# Background – Current Program

160,000 acres – covers  
Amendment 12 Area

## Key goals:

- Visitor management, education and information
- Resource protection
- Community benefits

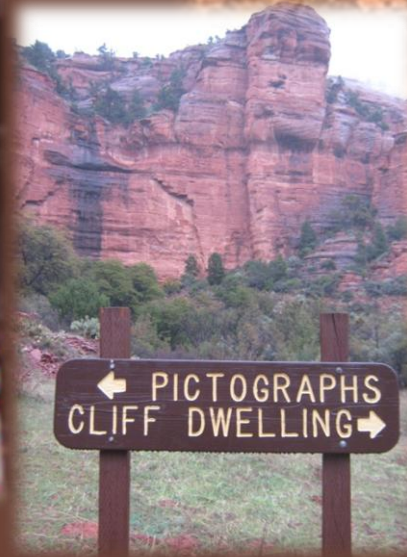




# Background – Current Program

For a five dollar daily pass:

Visits to cultural sites...





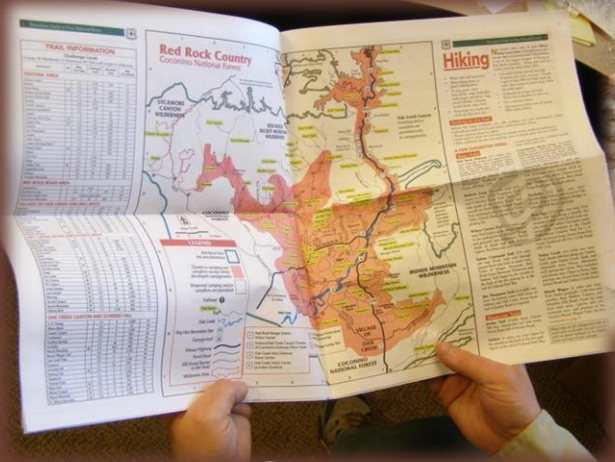
# Background – Current Program

...Picnicking by Oak Creek...



# Background – Current Program

...up to date information and maps....





# Background – Current Program

...friendly help, beautiful settings....



# Background – Current Program

...land and facilities cared for.

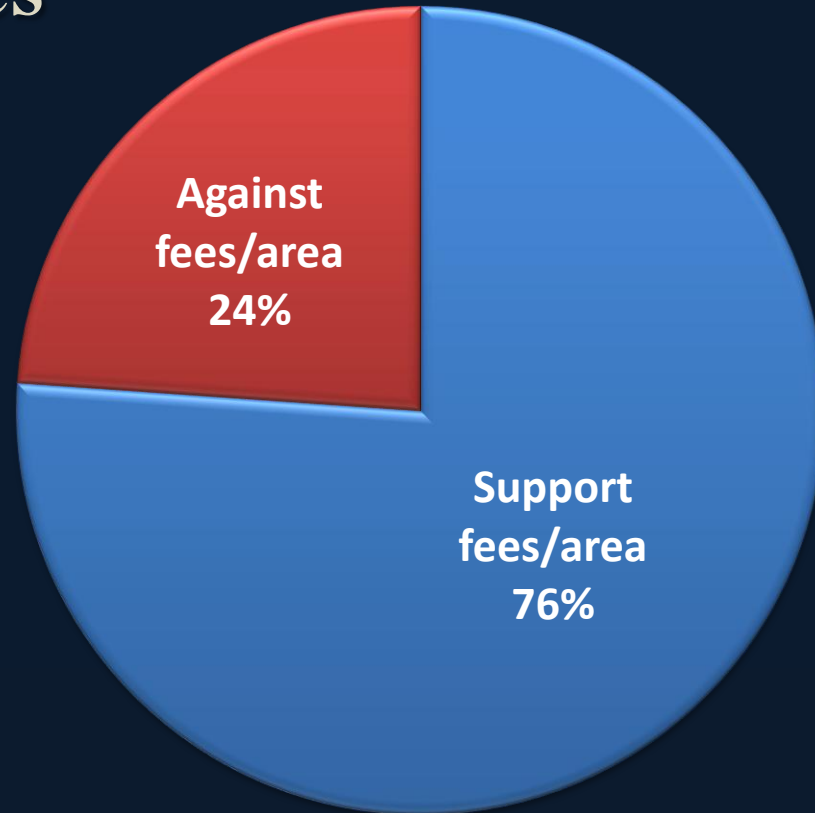




# Public Participation Summary

Comments gathered  
February – August 2011

# Public Participation Summary on Fees



Includes All Public Comment on 6  
Scenarios and Proposals A & B for  
Red Rock Pass Program (2/11-8/11)

# Public Participation Summary

## Organizations who support the program :

- Keep Sedona Beautiful
- Sedona City Council
- Verde Valley Cycling Coalition
- Village of Oak Creek Association
- Big Park Council
- Friends of the Forest
- The Sierra Club
- Sedona Chamber of Commerce
- Sedona Recycles
- TRACKS
- Northern Arizona Audubon Society
- Urban Trails Coalition

# Public Participation Summary

## What do residents think?

- Many residents support Pass Program.
- Some opposed on principle or believe they should get a free pass because they live here.
- Some support the Pass because they use the Forest more than non-residents.



# What about non-residents?

- Those who commented at the Visitor Center and recreation sites generally support the program. These are mostly from out of state.
- Early e-mail and letter respondents who opposed recreation fees were mostly from out of state.

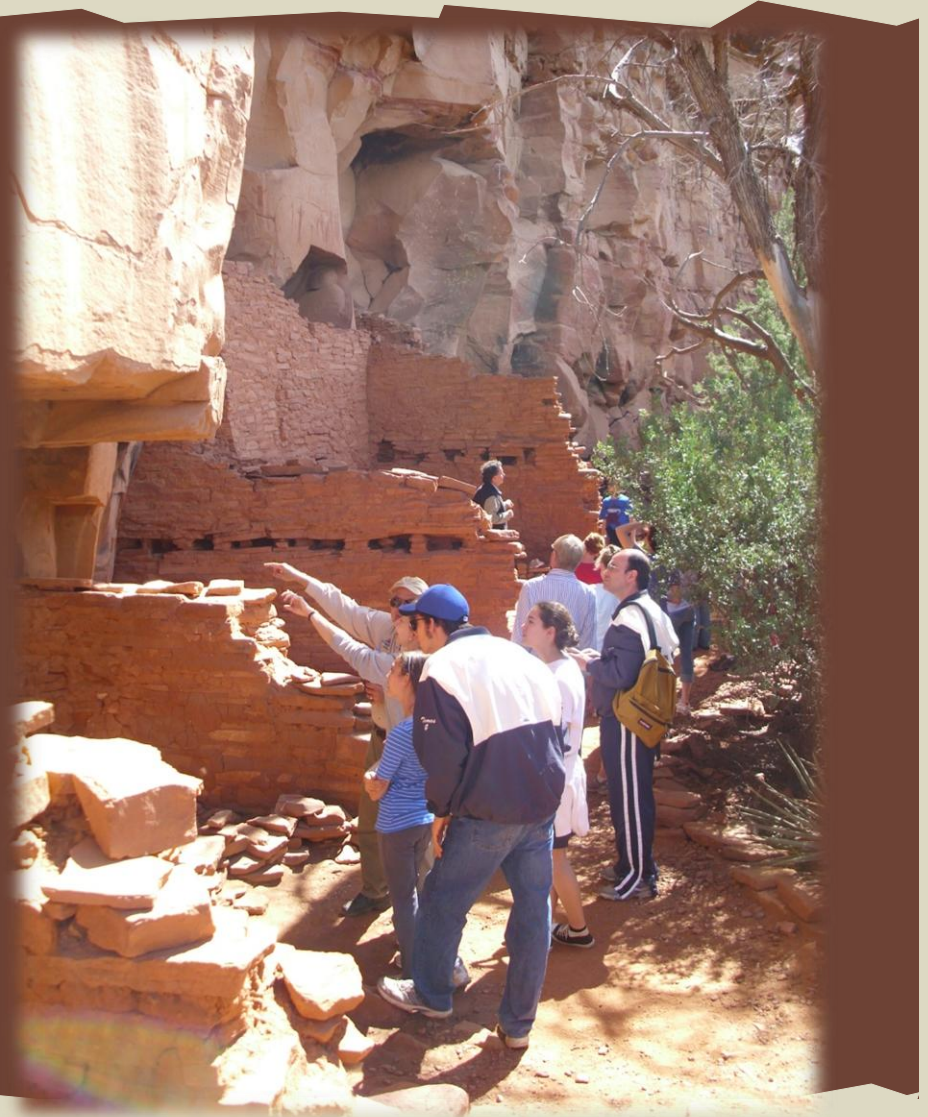


# Who are forest visitors?

Visitors Per Year	
Sedona Area	3-4 million
Coconino National Forest	2.5 million
Red Rock Ranger District	1.5 million

# Most Visitors...

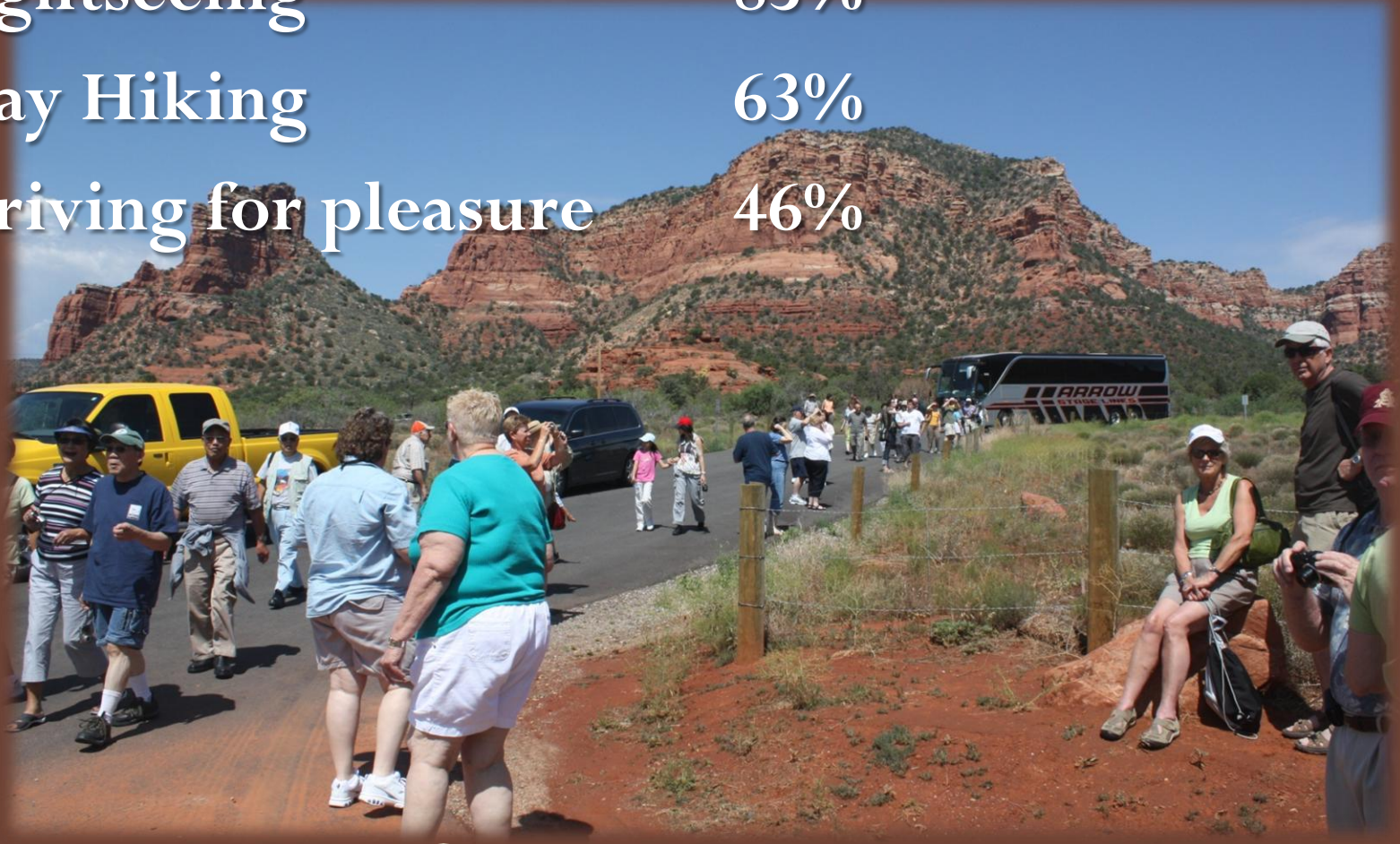
- ... are first timers, from out of state.
- ...are unfamiliar with the area.
- ...are day-trippers.





# ...and what do they do?

- Sightseeing 85%
- Day Hiking 63%
- Driving for pleasure 46%





# What are the trends?

- Sedona Chamber visitation is up 28%
- Red Rock Visitors Center has 800 to 2000 visitors daily
- Trail and Creek use up each year



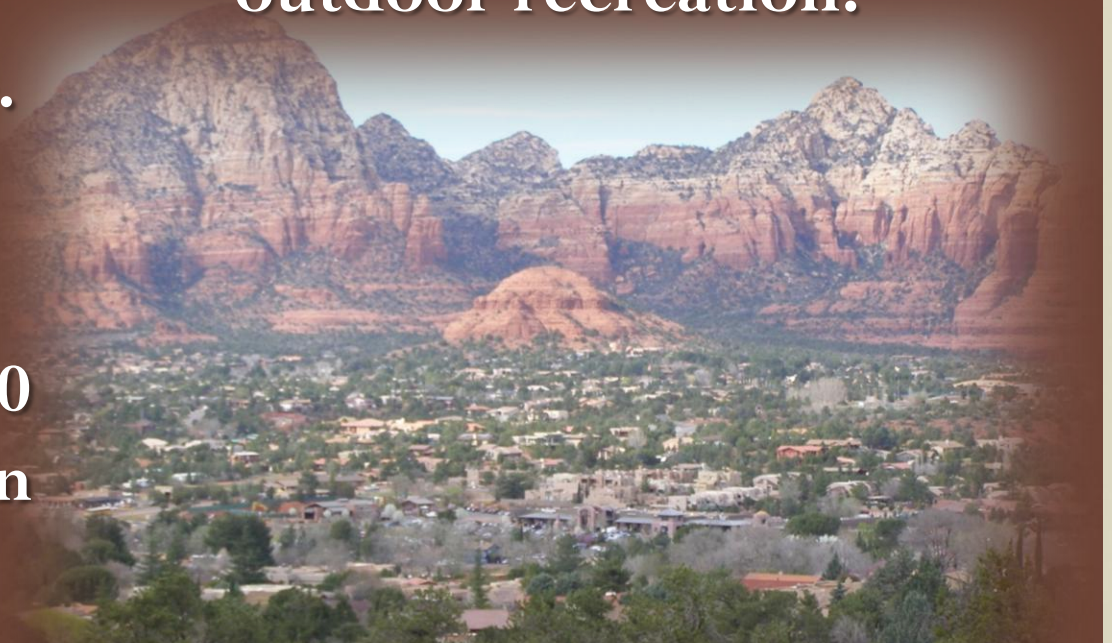
# Is the Forest important to the Community?

**National Forest** is Sedona's most important attribute.

**Annual tourism** generates over 10,000 jobs, and \$9.9 million in taxes for the City of Sedona.

**Nearly half of Sedona's visitors** participate in outdoor recreation.

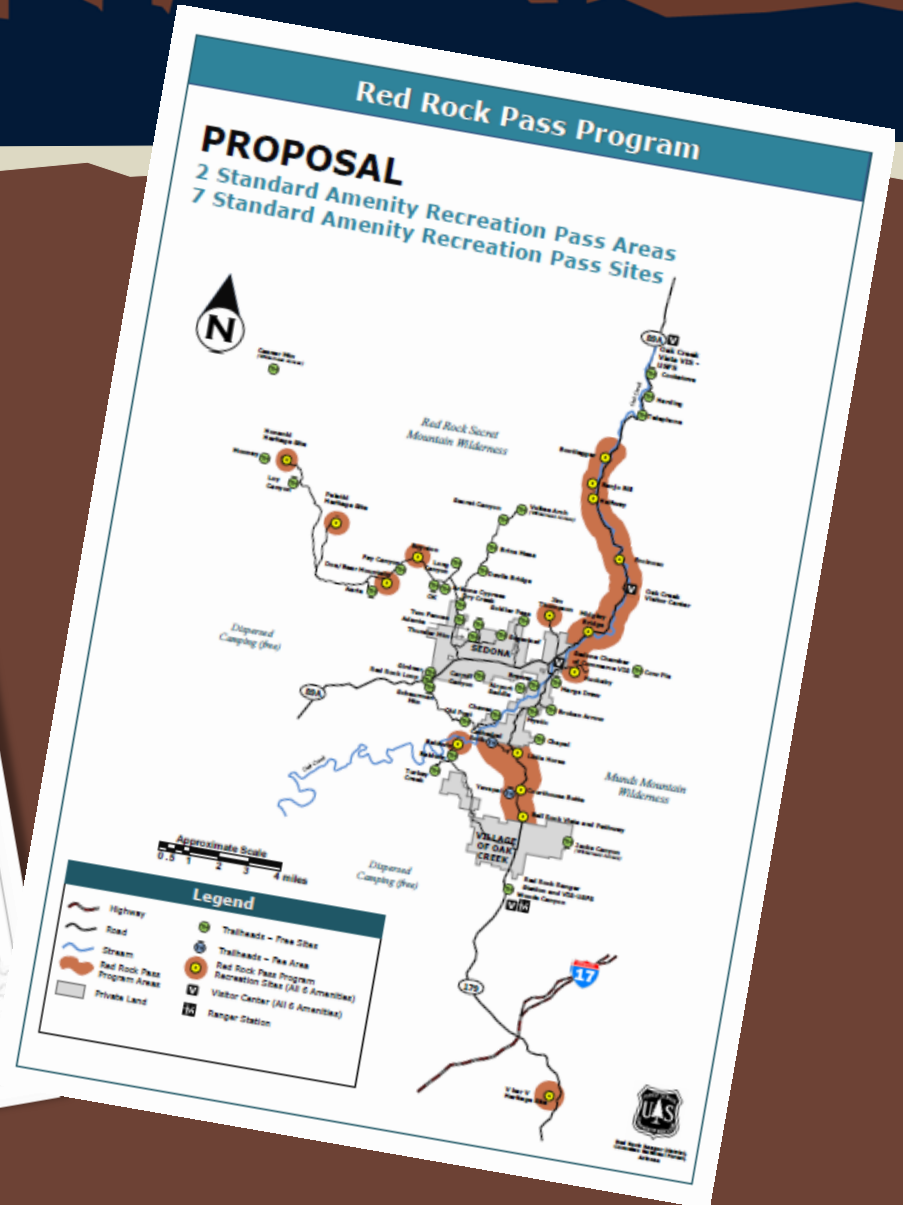
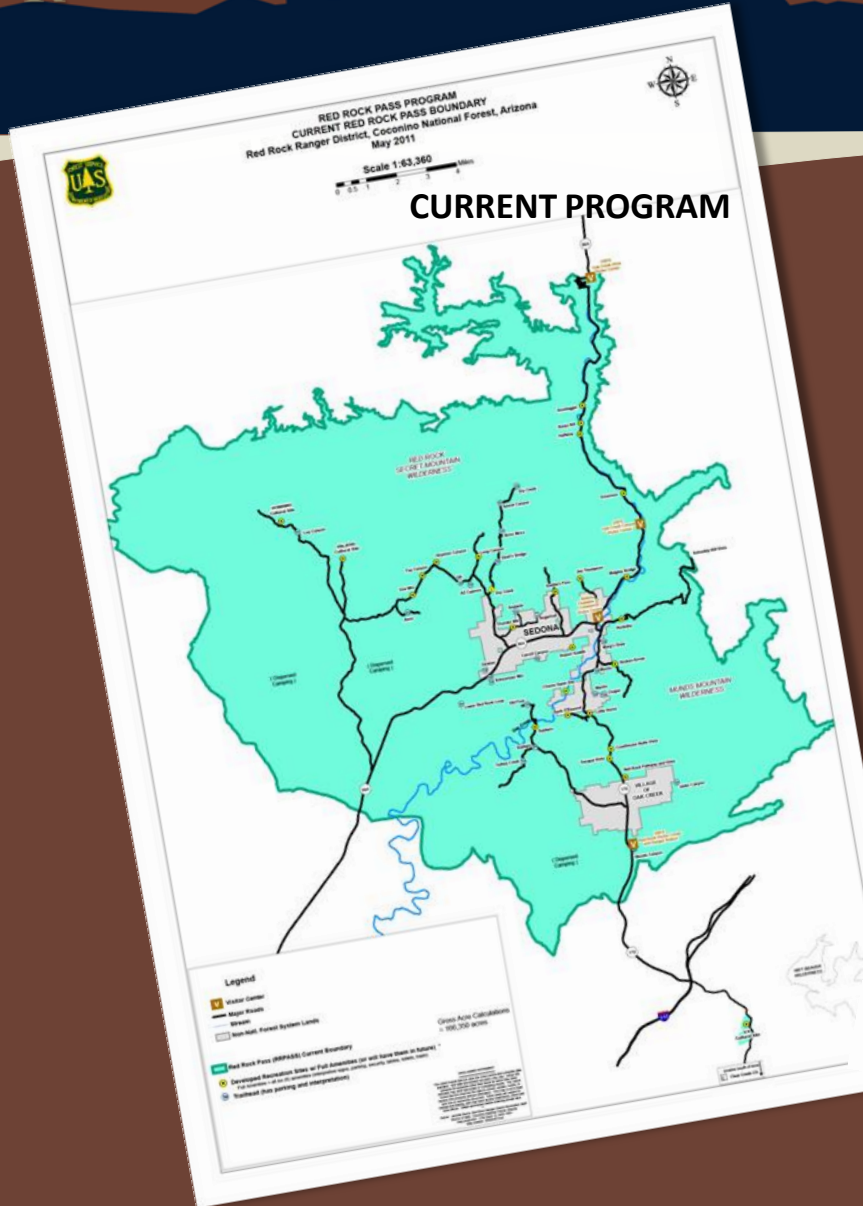
**Verde Valley** communities benefit from forest based tourism.





# PROPOSAL







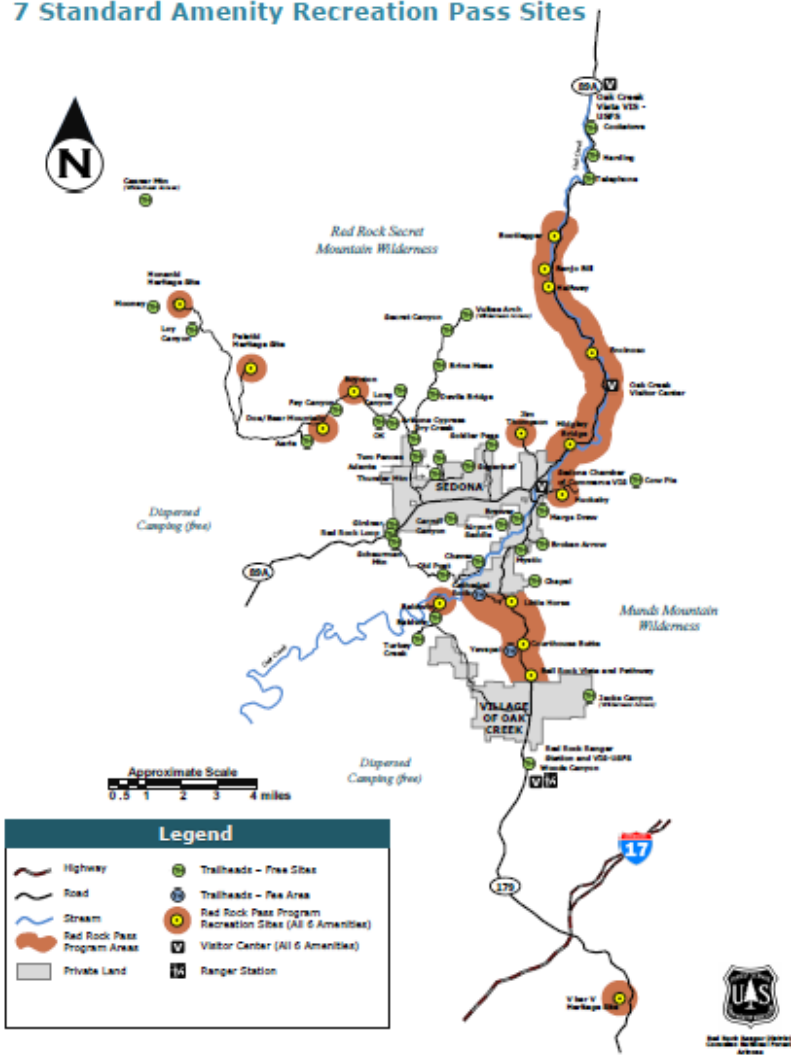
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# Proposal

## Red Rock Pass Program

### PROPOSAL

2 Standard Amenity Recreation Pass Areas  
7 Standard Amenity Recreation Pass Sites



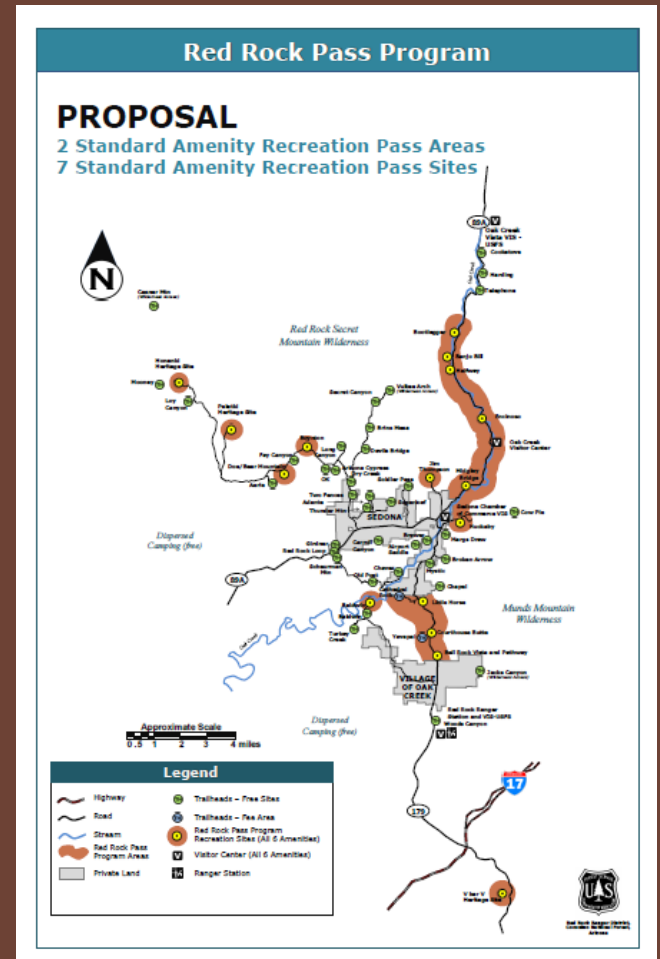
# Proposal

## Two areas:

Red Rock Scenic Road  
Oak Creek Canyon

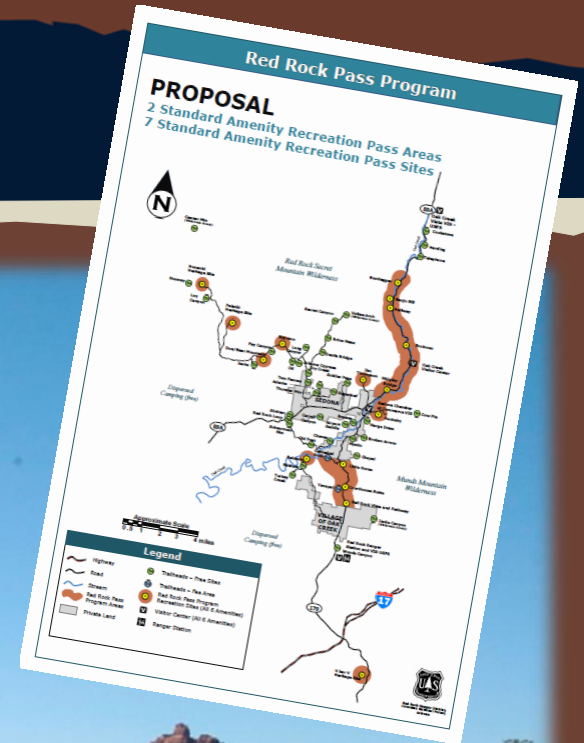
## Seven sites:

Honanki Cultural Site  
Palatki Cultural Site  
Doe/Bear Mountain  
Boynton Canyon  
Jim Thompson Trailhead  
Baldwin  
V bar V Cultural Site



# Proposal Areas

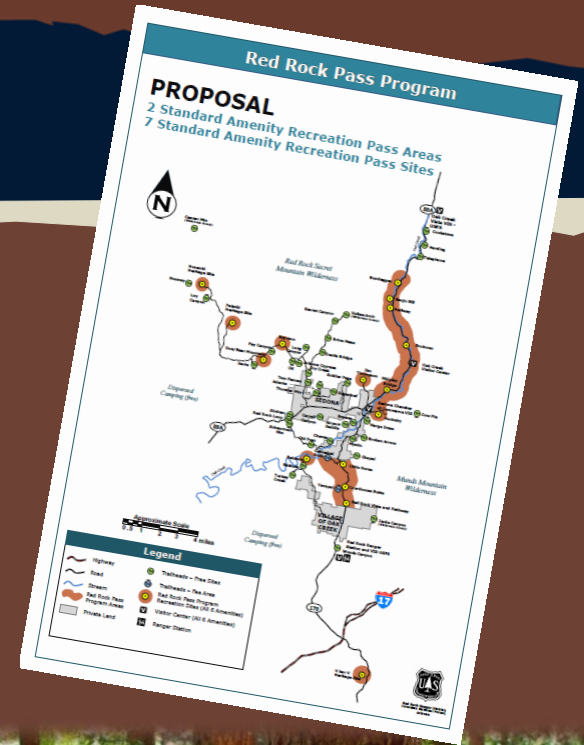
## Red Rock Scenic Road





# Proposal Areas

## Oak Creek Canyon





# Proposal Sites

Honanki

Palatki

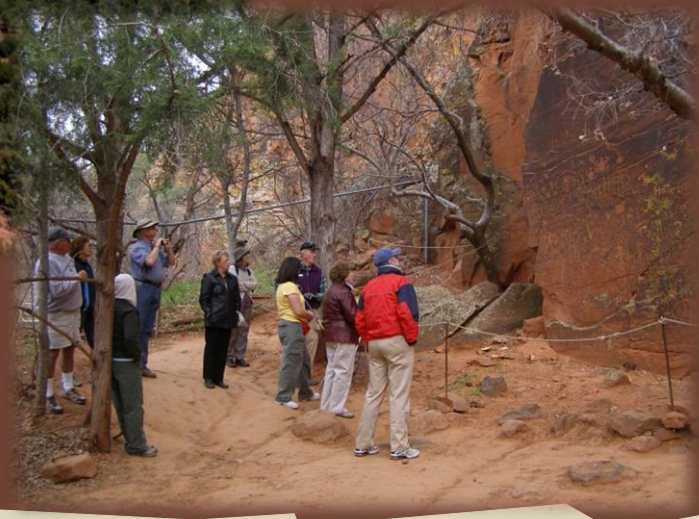
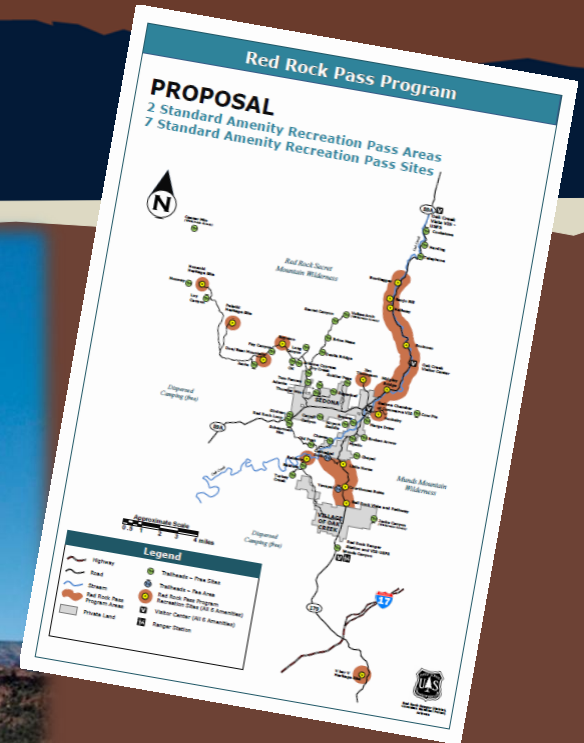
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Boynton Canyon

Doe/Bear Mountain

Jim Thompson

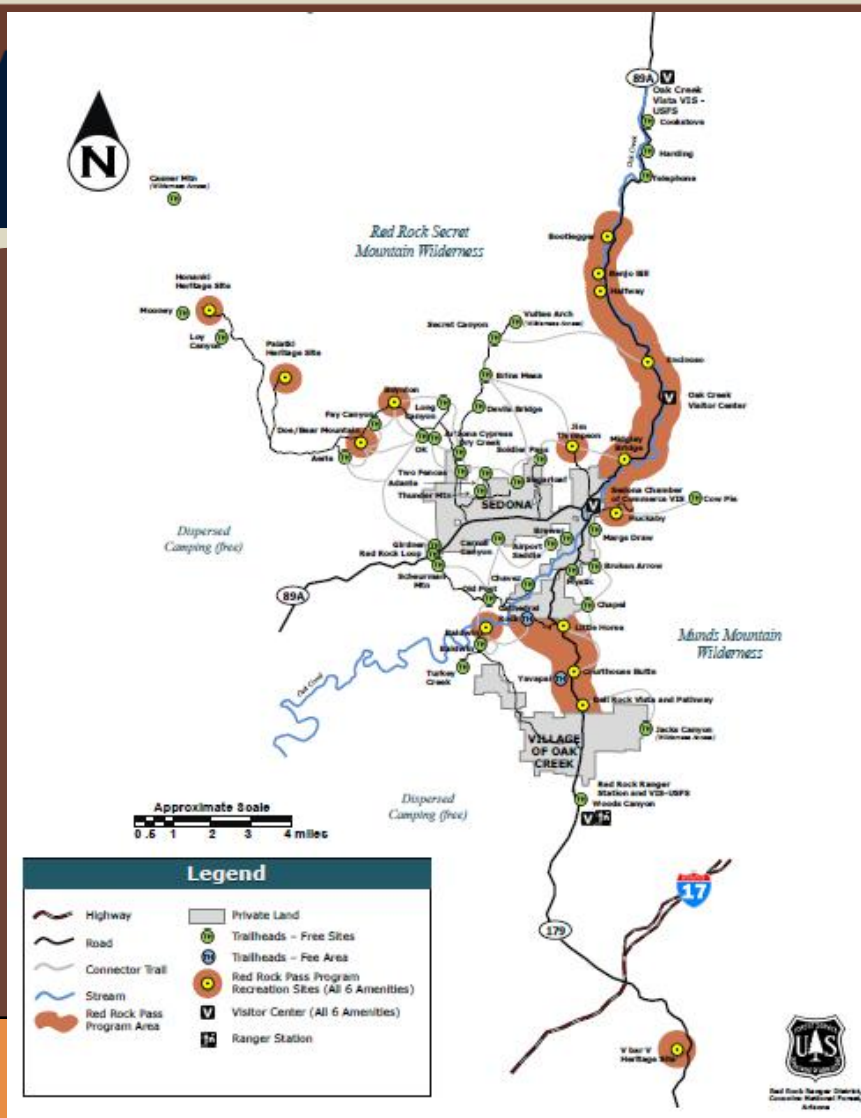
Baldwin



18 Fee Sites  
38 Free Sites  
Many Connector Trails

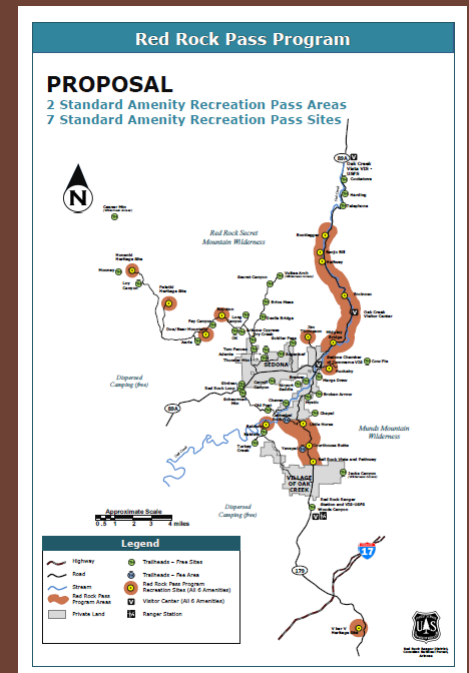
## Amenities

Picnic Tables	Toilets	Security	Parking	Interpretive Signs	Garbage /Recycle Receptacles
63	26	Yes	406	48	45



# Key Concerns

- Does it support the Land Management Plan ?
- Is management holistic, efficient, and effective?
- What about unmanaged recreation between sites?
- Will it be convenient and easy to understand?
- Will it address community concerns?
- Will it address safety issues?





# Consistency with Interim Guidelines

- Fees should be commensurate with the benefits and services provided
- Fees should be seamless and not layered
- Fee sites must have the required amenities; fee areas must be tightly configured and amenities must reasonably accommodate the visitor

# Consistency with Interim Guidelines

- Fee sites or areas must reflect a substantial federal investment, provide significant opportunities for outdoor recreation, and demonstrate cultural or natural features that attract a high level of visitors
- Fee sites or areas must honor the fee prohibitions stated by FLREA, Section 3 (d), Limitations on Recreation Fees.

Thank You

